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THE NATURE CONSERVANCY NEWS

The Nature Conservancy News

VOLUME 16, NUMBER 3 FALL, 1966

W. HARLEY WEBSTER, *Editor*

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COVER PHOTO: Murphey's Pond, Kentucky: The cover photo for this issue is a beautiful view of the initial project of the newly formed Kentucky Chapter. The area is a cypress swamp containing a rich variety of wildlife, with a record number of cotton mouth moccasins, as well as beaver, a heron rookery and many forms of amphibious life. There are also some 20 or more acres of virgin cypress. The Conservancy holds deeds to about one-quarter of the swamp, as well as options on sufficient additional acreage to preserve this unique area. Dr. Roger Barbour of the University of Kentucky, at Lexington, and Dr. Hunter Hancock of Murray State College are the moving forces behind this project, and a fund drive is now under way to preserve this magnificent natural area. Contributions may be sent to the national office for this project, and, of course, such contributions are tax deductible.

The Editor solicits the donation of news items, notes and photographs dealing with various aspects of The Nature Conservancy's work and conservation. If possible, all written material should be typewritten, double spaced and on one side of the paper only. Photographs and negatives should be properly labeled. When possible, negatives should accompany photographs. The Nature Conservancy will make every effort to return material submitted. However, it assumes no financial responsibility for its safe return. In connection with feature articles, please query the Editor first, so that he can advise you concerning the magazine's requirements.

INTRODUCING . . . CHARLES H. W. FOSTER

President of The Nature Conservancy

After many long months of search, The Nature Conservancy is proud to announce the appointment of its new President, Charles H. W. Foster, who has come to the Washington office from the Commonwealth of Massachusetts, where he served as Commissioner of Natural Resources for the past seven years.

In addition to his many personable qualities, Mr. Foster has a broad academic background, consisting of a B.A. degree from Harvard, a B.S. degree in Forestry, and a M.S. degree in Wildlife Management from the University of Michigan. A former Chairman of the Cape Cod National Seashore Advisory Commission, his varied practical experience includes service as Chairman of the Massachusetts Water Resources Commission and the Northeastern Resources Committee, as State Contact Officer for the Bureau of Outdoor Recreation and membership on the Northeastern Forest Research Advisory Committee. Currently, he is a member of the Advisory Council of the Public Land Law Review Commission.

Mr. Foster's ability to exercise a rare combination of realism and idealism has resulted in the Massachusetts legislature's enacting a million dollar land-acquisition program, as well as a law based on his proposed plan for preserving the marshlands of the commonwealth state, now used as a model by other states.

Mr. Foster is affiliated with a number of professional associations, including the Society of American Foresters, the Wildlife Society, the Soil Conservation Society of America, the Ecological Society and the American Society of Mammalogists.

As President of The Nature Conservancy, Mr. Foster will direct the expansion program made possible by the Ford Foundation grant. Working with agencies of the Federal, State and local governments, as well as with other private organizations, he will be promoting to a greater degree the Conservancy's policy of participation in, to quote his words, "private action for the public good."

Mr. Foster is married to the former Barbara Duchaine, and they have three children, Frances, Jonathan and Susan.

FROM THE PRESIDENT'S DESK

For your new Chief Executive, the initial months have passed rapidly indeed.

The Annual Meeting in scenic Shenandoah National Park, in Virginia, was a great success for the 150 members and guests in attendance, and I commend to your careful reading the excellent items on fund-raising and project execution which you will find excerpted elsewhere in this issue from the remarks of the panelists who participated.

A number of new faces have joined the Conservancy since the last issue of *The News*. The willingness of busy and competent people to lend a hand in Conservancy affairs is certainly one of our greatest assets, and we are grateful to them for their part in our crusade.

Mr. Alexander B. Adams, an able and experienced Governor, and the new Chairman of the Board, returns to actively direct the program of the Conservancy. His particular aptitude in the public relations field comes at a most opportune time for our organization, and his eloquent address to the Annual Meeting has been reproduced in full for your information and pleasure.

A special word of commendation is certainly owed our retiring President, *Dr. Richard H. Goodwin.* It has been a

particular privilege of mine to have known him personally for many years, and he is renowned throughout New England as well as much of the country for his loyalty and dedication to the Conservancy's cause. It is a source of particular gratification to me that we will continue to have Dr. Goodwin's leadership as Chairman of the National Council.

The retirement of five of our distinguished members of the Board of Governors should also not go unmentioned. Few organizations have as active a Board as ours, and to Dr. Gordon D. Alcorn, Mr. W. Dow Harvey, Mr. Lauder Hodges, Mr. Joel Massie and Mr. James B. Ross go our thanks for many collective years of service and sound counsel.

A quick look at the nation reveals conservation never a more vital force than it is today. Important issues are being debated at every turn, and the 90th Session of Congress, which convenes in January, must pick up many important items of business which its distinguished predecessor left unresolved.

Among items to watch are the Redwoods National Park, the "Wild Rivers" Bill, renewed Big Dam proposals for the Grand Canyon, and a reintroduced Ecological Research and Surveys measure.

By the time this issue reaches your desk, voters in New York and Maine will have decided (we hope favorably) a $22 million park development program, and a $1½ million Allagash bond issue proposal.

Although the Conservancy will, as always, direct its primary attention to projects on the land, it will, from time to time, keep you advised on issues that seem particularly pertinent to our program.

Field activities of the national staff continued to flourish during the past quarter, and the close of this period found Western Regional Director *Huey D. Johnson* reestablished in the San Francisco office. His nine months' service as Acting Executive Director in the Washington office added further lustre to an already distinguished career.

Staff members travelled extensively throughout the western and central regions, New England, the North Atlantic, and the South. Our newest Chapter, Kentucky, has its initial project under way, and one of our most active Chapters, Connecticut, recently submitted its 15th project.

With 26 additional projects submitted and approved by the Board of Governors since the last issue of *The News*, there is little question that the Conservancy's efforts are flourishing across the country.

The Endangered Species Program, mentioned later on in this issue, page 6, seems of particular significance to me, for it represents the first of perhaps many instances to come when the Conservancy will be called upon to assign substantial resources to a total program of a governmental nature.

Finally, a few thoughts on our collective future . . .

Never in history has the conservation stage been so effectively set for accomplishment. People are awakened, aroused, and ready to be put to work. Land conservation needs grow more critical every day. Action, of course, is the Conservancy's watchword—action of a type that must always be effective and responsible.

At the close of a calendar year, it would be wise to examine critically your own program, much as we are doing in the national office. Is it active — does it attract widespread public support — is it getting the job done in your particular locality?

If it isn't, a New Year's resolution of improvement would certainly be in order. When and if *we* can help, within the usual limitation of manpower and resources every national organization faces, the assistance is as close as the other end of your telephone!

—Charles H. W. Foster
President

FOREST SERVICE COOPERATION RESULTS IN FLORIDA FOREST PRESERVE

Through a contract between The Nature Conservancy and the U. S. Department of Agriculture, a 400-acre forest of the largest remaining stand of virgin Longleaf Yellow Pine has been opened to the public for botanical and historical studies and recreation. In announcing the agreement, Secretary of Agriculture Orville L. Freeman remarked, "This partnership will maintain the forest as a living museum of Florida forest life and open the area for the enjoyment of the public at the same time . . . It has considerable interest for all of us who are interested in the outdoors and our natural heritage . . ."

(Robins Memorial Forest, Florida)

According to the terms of the agreement, the Department of Agriculture will retain title, while The Nature Conservancy will manage the forest at no cost to taxpayers or to the Department, making the area available to nature study groups, university classes, scientists and all who wish to study or enjoy it. Located about 50 miles north of Tampa near Brooksville, it is part of a Beef Cattle Research Station operated in cooperation with the Florida Agricultural Experiment Station.

The forest was originally deeded to the U. S. Department of Agriculture in 1932 by Colonel Raymond Robins, a financial advisor to five U. S. Presidents, including Woodrow Wilson and conservationist Theodore Roosevelt. Colonel Robins believed that "agricultural science and the conservation of nature were traditional partners and that the men of agriculture had the know-how to preserve our country's natural endowment. This agreement between the Agricultural Research Service and The Nature Conservancy dramatizes the correctness of Colonel Robins' belief," further commented Secretary Freeman.

(Typical Longleaf Yellow Pine in the Robins Memorial Forest)

Conservation by Correspondence

The Wildlife Management Institute reports two college-level correspondence courses on conservation, offered by Cornell University. The first "Conservation of Natural Resources," presents basic biological principles and the historical and legal facets of natural resources management. The second course, "Current Topics in Conservation," deals with water resources and pollution, deer management, New York's Forest Preserve, pesticides and other related subjects.

A $10.00 registration fee is charged for each course; upon completion of the two, registrants will receive a certificate from Cornell University. For further information or registration, write to Professor Richard J. McNeil, 122-A Fernow Hall, Cornell University, Ithaca, New York 14850.

ROCKPORT SAVES PRIZE AREA IN SHORT ORDER

Possibly an all-time record for time-limited fund raising has been set by the Rockport (Mass.) Conservation Commission in acquiring $12,000 within only three weeks. A very simple but obviously effective mailing to 575 people did the trick. Pigeon Hill, a scenic area offering a sweeping view of the town and its seacoast, came on the market, and the members of the Commission went into action. Their "plea" was in the form of a vertically-rectangular card divided into three sections; the top third showed a picture of the endangered area; the middle portion carried the following message:

> "This spectacular view should belong to all. The land is located beside the water tower on Landmark Lane and contains 41,940 sq. ft., with a sweeping look at the entire town of Rockport and far out to sea.
>
> "We have until November to purchase this for $12,000. Once we have the land under the jurisdiction of the Conservation Commission, it will be yours to use and enjoy. Your check of $1.00 and up, mailed today, will be your part in saving another bit of scenery that would otherwise be lost to Rockport forever.
>
> ROCKPORT CONSERVATION COMMISSION"
> (members names listed)

On the lower third of the card were instructions for mailing the checks and the reminder that all contributions are tax deductible. Folded in thirds and stapled, there was ample space on the outside for addressing.

The Commission deserves congratulations for their fast work in successfully rescuing a fine natural area!

THE NATURE CONSERVANCY REPRESENTED AT THE WHITE HOUSE FOR SIGNING OF CONSERVATION BILLS

On Saturday, October 15th, Mr. Charles H. W. Foster was a guest at the White House on the occasion of President Johnson's signing six conservation bills, one of which is now the law for the *Conservation of Endangered Species of Fish and Wildlife*. This has been a topic of concern to The Nature Conservancy, and it is undoubtedly through his active interest in the problem that the Conservancy was honored by Mr. Foster's invitation to witness the event.

This new Bill provides for the protection of some 124 selected species presently considered in danger of extinction. In order to carry out this five-year program, the Secretary of the Interior shall utilize land-acquisition rights authorized in previous conservation Acts as well as funds in the Land and Water Conservation Act to acquire by purchase, donation or otherwise lands needed for the conservation, protection, restoration and propagation of the selected threatened species of native fish, wildlife and migratory birds. The Bill authorizes $15 million for these purposes but limits the Secretary to an expenditure of not more than $750,000 for any one project-area.

Nature Conservancy members should be intensely interested in this government endeavor. At this time Conservancy actions are helping to preserve habitat for the Attwater Prairie Chicken and the Golden-cheeked Warbler in Texas and the Northern Prairie Chicken in Illinois.

GRINNELL MEMORIAL DEDICATION

The dedication of the Professor Joseph Grinnell Memorial in the Northern California Coast Range Preserve on Sunday, October 16th, was highlighted by the unveiling of a bronze plaque commemorating the distinguished scientist and his wife, Hilda Wood Grinnell. Dr. Grinnell was Director of the University of California's Museum of Vertebrate Zoology from 1908 until his death in 1939. Mrs. Grinnell, also a noted zoologist, died in 1963.

Funds contributed by his students, associates and friends made possible the purchase of a 200-acre portion of unspoiled wilderness in an area of California Dr. Grinnell loved so well.

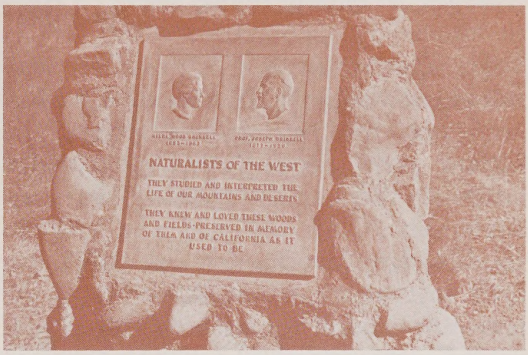
The plaque unveiled in their memory was inscribed as follows:

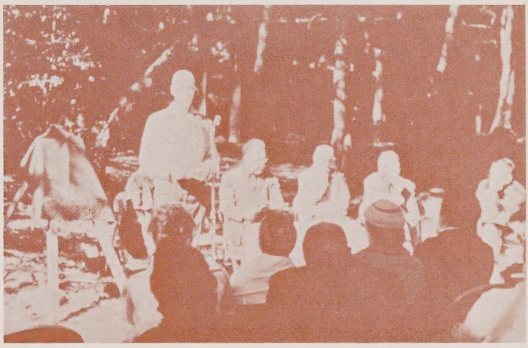
NATURALISTS OF THE WEST
THEY STUDIED AND INTERPRETED THE LIFE OF OUR MOUNTAINS AND DESERTS

THEY KNEW AND LOVED THESE WOODS AND FIELDS — PRESERVED IN MEMORY OF THEM AND OF CALIFORNIA AS IT USED TO BE

Speakers included Dr. Charles L. Camp, Director Emeritus of the Museum of Paleontology, University of California at Berkeley; Dr. Robert C. Miller, Director Emeritus of the California Academy of Sciences; Dr. Walter P. Taylor, an early Curator in the Museum and later Senior Biologist, U. S. Department of the Interior; Professor Seth B. Benson of the present Museum staff; and Dr. E. Lowell Sumner of the National Park Service, Washington, D. C. Other scientists who had been privileged to study under Dr. Grinnell's direction also attended.

Inspired tributes given by many of Dr. Grinnell's former students who attended and manifested continuous appreciation for his guidance were significant of the long-range and wide-spread influences he and his teaching are having on so many lives today.





The following message from Charles H. W. Foster, President of The Nature Conservancy in Washington, D. C. was read at the dedication:

> "Hearty congratulations and admiration to you and your committee on setting aside a portion of the Northern California Coast Range Preserve as the Grinnell Memorial. The success and growth of the conservation movement in the nation is due in large part to the leaders who studied and worked under Dr. Grinnell's direction."

The Nature Conservancy Statement of Financial Condition as of June 30, 1966 is available upon request to the National Office.

Conference and 17th Annual Meeting of The Nature Conservancy

SHENANDOAH NATIONAL PARK, VIRGINIA

September 9, 10, 11, 1966

The Conference and 17th consecutive Annual Meeting of The Nature Conservancy was held at Skyland Lodge, the highest point on Skyline Drive, in the heart of Shenandoah National Park on September 9, 10 and 11. The Virginia Blue Ridge Mountains, renowned for their myriad species of flowering plants and shrubs and varieties of birds and wildlife roaming the forest-covered slopes, provided an appropriate setting for the conservation-minded assembly. One hundred and fifty members gathered from distances of up to 3,000 miles to exchange views and information on the preservation of other areas of natural beauty.

A greeting from Mrs. Lyndon B. Johnson underlining the merits of the Conservancy's aims was received and read:

> "1966 marks a year of unprecedented interest, all over America, in caring for our heritage of natural beauty. The splendor of mountains, the downcast face of a rare flower, the surge of seaside have value for more and more Americans. In the next few years we have the unprecedented task of determining how much natural beauty will remain, and we have the challenge of rescuing and restoring lovely environments where they have been abused and lost. For the nation as a whole, for every state and every community, the 'Pearls beyond Price,' are those wild nooks of untrammelled beauty that are the concern of The Nature Conservancy. I wish you well in your program to save these spots in the next few years and hope that your plans will match the enormity — and the rapidity — of the challenge. With regards to one and all who are engaged in the fine movement.
>
> MRS. LYNDON B. JOHNSON"

Highlights of the meeting were panel and open discussions on fund raising, land acquisition and management of preserves. The editor regrets that limited space prevents the crediting of much of the information reported herein. In most cases personal acknowledgement has been sacrificed hopefully in favor of concise continuity. A summary of each study, highly condensed, follows:

ACQUISITION

Megalopolis, "The Sprawl that Crawls": In the Christian Science Monitor of last September 26th, Dr. Raymond F. Dasmann of the Conservation Foundation writes: "We face today the prospect of the supercity, the megalopolis. One is extending from Boston to Washington; others are spreading from San Francisco to San Diego, outward from Chicago, southward from Seattle . . . The sprawl is connecting one city to another, and, already, we are raising a nation of city-born children who must be taken on a special trip to see a cow or a corn field to learn where our food comes from . . . Unless this trend is stopped . . . the old understanding of farms and forest, lands and landscape, wild and tame animals that was traditional to Americans will not be present in the urban America of the future . . . (they) will disappear forever beneath a pattern of (concrete) highways, (asphalt) streets and housing . . ."

John T. Ricks, Chairman of the Long Island Chapter, verified the stark reality

Photograph courtesy of National Park Service

of this problem. He told members attending the Annual Meeting that "Today the entire westerly one-third of Long Island (that area closest to New York City) is HOPELESSLY ENGULFED in the metropolitan sprawl. The remaining two-thirds of Long Island is also being rapidly developed commercially and residentially. Governmental restrictions, zoning ordinances and planning programs are practically nonexistent . . . The population of this area is predicted to burst from one-half million into a grand total of 3 million within (only) fifteen years . . . It is clear that under these circumstances what remains of the rural countryside, woodlands, fields and shoreline is doomed . . . The Long Island Chapter and its East End Chapter are doing a land office business because the threat is imminent . . . Many of the natural areas which remain unspoiled have been in the ownership of one particular family for many generations, and a large number of responsible people on Long Island are unwilling to sit back acquiescently and watch the natural environment being destroyed; the governmental agencies will not come to their aid, and to many of them, The Nature Conservancy is the only possible recourse. If we could have more and better publicity, many other families would come to The Nature Conservancy."

Mr. Ingram Richardson, one of the panelists, concurred that "we need good, high-grade publicity to the right people at the right time, which is all the time." It is unfortunate that there are many knowledgeable people who have never heard of The Nature Conservancy.

"We have wonderful literature, but it is being circulated only among ourselves. There must be many people who have acquired land either through inheritance or for a pittance years ago, who have no intention of selling for capital gain, but who wish to preserve it and hope their children will be able to preserve it after them, but have not thought of whether they will be able to pay the inheritance taxes (and the probable increase in real estate taxes in future years). These people should be apprised of the distinct advantages available to them in using The Nature Conservancy and its capacities for preservation, which are usually accompanied by immediate substantial tax savings. They should know that owners can remain custodians of their own property, but in the event of death, the property is taken out of the estate." Prospective donors of land should be given details in the Conservancy's functions and aims, assuring them that the land they love, in Conservancy custody, is destined to remain forever in its natural state.

Mr. Elting Arnold, beloved long-time Secretary of the Conservancy, who happens to be an attorney also, explained commonly-used methods of acquiring land by purchases, their differences and the advantages of one over the other: In the conventional type mortgage, with which most people are familiar, a third party—usually a bank—finances the balance of the purchase price and the buyer is obligated to the bank. The *purchase-money mortgage*, on the other hand, concerns only the buyer and the seller; the buyer gives the seller a down payment for the land, and the seller agrees to accept the balance of the total price in installments; the land itself is the collateral.

The *purchase-contract* is similar; it is an installment purchase, but it has the disadvantage that the buyer does not own the land and therefore cannot claim tax exemption until the purchase is completed.

The *purchase-money mortgage* has the advantage in that title passes immediately and the buyer is the owner and can claim tax exemption. Usually it's easier to get the seller to accept the mortgage than it is to find a third party who will

lend money, because banks cannot lend money on unproductive property, such as the conventional Conservancy project.

Mr. Arnold went on to say "It's a great relief to the general resources of the organization if lands can be acquired on a purchase-money mortgage instead of the contract of purchase. It relieves the loan fund from the National Office, and the Conservancy becomes the owner at once and can claim tax exemption forthwith. Usually, the cost is no different — interest will be paid either way, probably, to the seller — and while the legal aspects are quite different, it is that legal difference that affects the taxation." He commented further that "Our resolutions authorizing purchases usually say 'Purchase of unconditional unencumbered fee simple title.' This means simply that the title must be marketable and without prior mortgages, but does not mean that normal easements and rights-of-way are excluded."

On tax exemption, Mr. Arnold commented that "In states where we don't have tax exemption, it's practically impossible for The Nature Conservancy to operate on the basis of becoming the owner. In those cases, we must think in terms of helping a local municipality or county or state university or some other public or private organization to acquire the land. In states where we do not have tax exemption, Chapter members should try to make contacts with the state legislature, in order to obtain a change in the law."

The fact that we should never assume tax exemption was emphasized, and in managing a taxable property, a continued source of income should be provided to pay the taxes.

In one state where we do not have tax exemption, the Director of State Parks suggested that the state acquire the property, perhaps with the assistance of the Conservancy, and then lease it back to the Conservancy for 99 years. A letter was written to the Governor of the state, asking whether he could devise some technique whereby the state could help The Nature Conservancy hold these lands free of real estate taxes. (The letter will be referred to the Director of State Parks, and through his recommendation, go back up to the Governor.) In this instance, if we can persuade a state to hold a property and lease it to us for 99 years, we would manage and care for it through local committees.

Mr. Arnold suggests thinking of The Nature Conservancy as a cooperative comprised of the National Office and the various State Chapters, with the National Office acting as the coordinating factor providing assistance with chapter problems, loan funds and advice in informational bulletins. Some of the publications available in Washington are:

The Chapter Policy Manual, which sets up a general framework for operations.

Bulletin No. 29 on local taxation.

Information Bulletin No. 30 — a very good summary of what a chapter or a project committee needs to know about land acquisition.

Reverter Clauses — related to acquisition and legal aspects of handling land.

Conservation Easements.

Land Acquisition Manual of Mianus River Gorge.

Tax Advantages to the Individual.

In acquiring an endangered natural area, it is sometimes impressive to intercede in proposed Commissioners' actions with a long, dramatic petition, presented perhaps at a town meeting. Once the action has been blocked, the next thing to keep in mind is discretion, because if word gets out that land is to be acquired, the price may well go up and the land in question splintered into small parcels. It is helpful to enlist state

conservation groups' assistance in describing the ecological area. In order to sell the idea to the public, have an appraisal made. Obtain support of other interested, related organizations. One difficulty is that of trying to interest people outside the area in the problem. State or County planners (whose salaries must be paid) who will see the situation in relation to the effects the bulldozers and rate of growth have on the general disappearance of open space should be alerted.

For land acquisition purposes there are three sources of Federal funds:

Greenspan — a Department of Agriculture program. This program offers assistance to governmental agencies. The Nature Conservancy cannot use this except in helping counties, cities, states or universities acquire land. These funds are available where we would intend to help another organization acquire a nature preserve — a park or something of the sort. Increasingly, we'll have to work in such fields; but, in general, this is not the program for the Conservancy to use in seeking financial help.

Housing & Urban Development (HUD) — This is explained in publications from the Housing and Home Finance Agency of the Federal Government. Funds are available, particularly where a small natural area can be used in conjunction with some other operation, and a great deal of money can be acquired through this program.

Bureau of Outdoor Recreation — This agency coordinates and dispenses monies in the Federal Land and Water Conservation Fund, derived from the proceeds of the Golden Eagle Passport $7.00 entrance fee to all National Parks (or $1.00 per Park), for the establishment of recreational areas. Normally funds are not available for the acquisition of *natural areas as such*, and are easier to come by if the intended use is for development of roads, campsites, picnic areas, cottages, trails for horseback riding and hiking — the public benefit, in general, but with *a greater part of the area remaining truly natural and wild.*

FUND RAISING

Although Federal funds are available under certain conditions, one of the hard facts of life remains. Dr. M. Graham Netting, who participated on the Fund Raising panel, said, "The secret of success in raising money is the same as the secret of *making* money: *Hard Work.*"

There are two additional requisites, without which all other efforts are probably a waste of time — "We must be completely dedicated to the cause for which we are soliciting and we must be willing to ask forthrightly for contributions to it."

Ninety-two per cent of all contributions in the United States is donated by *private individuals* who have money in excess of their needs and who consider it a personal favor to be given an opportunity to contribute to a worthwhile end. Giving money away wisely is almost as hard as earning it; and anyone with money to distribute, whether it be a hundred dollars or a million, must make value-judgments on the appeals, which always exceed the funds. He is entitled to an accurate, understandable statement of the financial status of the organization approaching him. Above all, lay the cards on the table and don't gloss over the weaknesses; the need to strengthen weak phases of an operation may be a strong argument for funding. Also, complete honesty will inspire the donor's confidence.

It's important, too, to have a project that is large enough to be impressive; sometimes it's easier to raise a large sum of money which sounds important than

it is to raise a small amount. If it sounds too small, the project will not be taken seriously. Further, there is a tendancy, at times, for local committees not accustomed to fund raising to say, "What is the minimum we can acquire and still have a natural area?" This may result in having no buffer land around the natural area, and with the pressures of civilization today, the buffer land is almost as important as the natural area; so we need to think in terms of what is the *most* we can acquire and not what's the least. DON'T SET GOALS IN ACREAGE TOO LOW.

When approaching a really large donor, personal, face-to-face contact is more effective than a letter or a telephone call. Parting with money is a very personal act and is facilitated by human fellowship. Whenever possible, take the prospective donor to the property and let him see for himself the project for which we ask his support. If this is not possible, we should at least have slides or photographs available so that he can see what his dollars are buying.

Once we have accepted his money, we assume a real obligation to him in seeing that he gets a maximum return for his gift. He's interested in the way things are going, and he has a right to know what has been done with his money. Simply go back and assume he's interested, just as we are, because he gave us that first contribution. If we're excited about how the project is developing, it's happened time and again that he'll give a lot more. If we are sincere and genuinely enthusiastic, it's a subtle way of getting additional donations. Nobody can resent being thanked and kept informed about the results he has made possible. *Keeping people informed is the best kind of public relations.*

This applies to the small donor, as well — the $10.00 contributor. Often we never really bother, beyond thanking the person liberally for his original contribution, to report what we actually did with his money, how the project stands, what's going on. But nearly all effective Chapters do send out monthly or every-other monthly bulletins, reporting where they are, what's happened, etc., with no further requests — just a report. Often, then, if additional funds are needed, a long-hand, duplicated short emergency note, saying that so much more money is need to wind the thing up, takes us over the top.

For people who live in the metropolitan areas, it's a good thing to try to become acquainted with the executives driving for funds and projects. It is said that much of the destructive work in natural resources is being financed in New York and other large cities. For example, the Columbia University Corporation is investing in a development-project on the shores of Lake Tahoe. Attempting to develop a sense of resource responsibility in large corporation executives is always worthwhile.

Private foundations and trusts are another source of funds, but acquiring largess from such endowments requires a basic understanding of their respective operations and purposes before approaching them. Start with foundations in your own area; homefolks should be the first to know of the fine opportunities for enlightened local philanthropy. First, discuss the project with a trustee or executive of the foundation. If it is within their field of interest and resources, a written proposal may be invited. This is where the hard work begins. A short, concise application is usually adequate, but it should always have a covering page with a paragraph-long summary, in order to save the executive's time when he prepares the application for his Board's consideration. The proposal should describe the

project, include a realistic budget and indicate preparations for directing it to successful conclusion with a qualified person available to execute the plans, if approved.

It has been said that foundations give money to people, not to projects; and the decisive factor in an appeal to a fund of this kind may be the confidence in the persons who are going to operate the project. A committee comprised of a cross-section of backgrounds and experience is invaluable. Bankers and lawyers, meticulous in their methods of carrying things through, people long established in their communities who are socially knowledgeable in knowing where to go to get things done, and people who are willing to give themselves and their ability to a project — these are the things that make money and success come easier.

If, during the year, the way has been paved with friendly calls on foundation executives, informing them on our operations and goals, a very good time to get in touch with them is around the first or middle of December, to ask if there's a chance they could make a little donation towards the things that have been discussed. The company might want to get rid of extra, unexpected year-end profits and get its books balanced in order not to accumulate money from year to year.

Tax funds — local, state and Federal — are another source of money; but, here, successful application for funds is an extremely complicated process. Congressmen can be a source of strength and guidance through the maze of bureaus of agencies to the person charged with administering "the right subsection of the proper title of the particular act that authorizes aid for your need." Another good source of money is the town council, and any contact or acquaintance that can be made with sympathetic councilmen can also be an advantage.

In launching a sizable *appeal*, whom should be approached? Unfortunately, the same people are appealed to time and again. Mailing lists should be selected carefully and limited to those whose interests relate to the project. An appeal should be carefully timed, in order that it doesn't conflict with other similar appeals. Getting each member of a local project or chapter to send our literature to his Christmas card list is almost certain to yield more than the slickest mail campaign. The exercise of professional fund-raisers' skills often will not yield more than three responses or donations per 100 mailings, but the 97 who do not respond have not been unaffected; some may remember part of the appeal, others the name of the organization.

Sometimes chapters take a whole year to determine what literature is going to be used. Something simple and relatively inexpensive — a color picture postcard for interest-appeal showing the project at its best, with a brief message on the back and a short, one-page letter, together with a return envelope (this is very important), addressed and with a guaranteed stamp — all sent first-class mail. (See Page 6.)

If a *newspaper campaign* is used, effective publicity and advertising should have organized continuity. Repeated daily articles reporting on how much has been raised "today" and how much is needed result in big gifts, some from industries and some from people who never heard of The Nature Conservancy. This method resulted in one chapter's receiving $80,000 in three or four months. And if opposition is incited, so much the better; one chapter found that by letting assaults from real estate developers go unanswered, support from those who were otherwise passive and apathetic was inspired, resulting in unexpected contributions.

MANAGEMENT

Once the money is in sight and the project under way, there are many essential factors to be resolved in establishing a successful, smooth-running natural area preserve. Geographical boundaries must be defined; and since one tract cannot serve all uses, it is important that the objectives of the area be outlined in a concrete plan. An inventory of the existing resources as they are related to the land and the requirements of the organisms involved must be basic considerations. This inventory-plan should include an analysis of present and projected community needs, in order to anticipate problems in relation to public-use demands and to prepare alternatives for a long-range period. Frequently conflicts with parents will arise over playgrounds versus nature centers, and with builders of high-rise apartments, office buildings and acres and acres of single-family homes. Compromise plans, designating some area for active, intensive use and other areas for a more delicate biological respect and appreciation are often possible and in order. These differences can usually be reconciled by arousing articulate, knowledgeable leaders capable of projecting the objectives of the open-space plan to the community, rallying support and establishing a force to govern and control the program. The control-system will involve determining clearly the necessary legal enforcement for the protection of the established regulations.

Another consideration is the extent of liability for which the management of an area is responsible and the extent to which the Federal or state governments may be liable for fire, disease or insect epidemics. Find out which public funds are available for protection. Failure to take action to control outbreaks may result in lawsuits from adjoining landowners contending willful neglect in letting nature take its course, resulting in epidemic proportions. It's a policy of the Conservancy that there shall not be artificial controls on its properties, except for a very good reason. Insect control is the responsibility of the State Forestry Department, which is generally a branch of the State Department of Conservation or Natural Resources. They are in the cooperative Federal program of continuing aerial surveillance. There is no knowledge of the Forest Service having lost a liability suit and having to pay damages as a result of an insect epidemic.

There are a number of state legislatures enacting laws that limit the private landowners' liability for personal suits against the company (owning the land) to what damage may happen to the individual. If a trespasser trips over an "improperly" constructed culvert or drives off the road and accuses the company of inadequately marking a corner on a private road, he can sue, even though he is in trespass; and companies are afraid to invoke this limiting legislation because the court rulings have been very peculiar, even though the intent of the legislature is clear. The decisions look out for the violators' rights and not for the victims' rights.

Points to remember: the liability will be decided in the local court; if the preserve-management is on good terms with the local people, it will do all right.

Other questions involving the management problems of vandalism, trail protection, memorials and visitor-counts were discussed.

On Plant Protection and Specimen Collecting: In the case of plants, the artificial boardwalk, enabling the public to enter a natural area with minimal impact on natural conditions, is an excellent device for protection from trampling, erosion and domestic animals.

Human collectors are a major problem and the rarer the species, the greater the hazard. In order to maintain an

area's educational and aesthetic aspects, there should be no specimen collecting of any kind. Sometimes the decision of whether to document the presence of an unusual species by specimen can be difficult; but doing so puts a pressure on the object which may result in its extinction.

On Vandalism: Damage and pranks are sometimes incurred by those seeking contribution boxes or by pulling direction arrows down or turning them the wrong way, sending visitors in the opposite direction from their destinations.

Solutions: Allow a portion of a nature center building to be used as a permanent residence by a member of the park staff. Educate the children in the neighborhood of the preserve, through the Scouts and local schools, by allowing participation in the protection of the nature areas: a 6th grade can prepare a map, a guide to the natural area, and they take considerable pride in it. If youngsters are encouraged to help clean up beer cans, paper, etc., they take a personal interest in the preservation of an area. If the local people have a part in the fund raising, they get mad about littering. A city doesn't spend millions of dollars in the acquisition and development of an area without developing a proprietary concern. In the case of public-owned facilities, having a judge sentence offenders to a period of clean-up work sometimes helps; replacing defaced or destroyed signs, etc. provides the same opportunity for pride in ownership and participation.

Visitor Census: A guest book at the entrance provides an accurate count.

Trail Protection: Many people walking trails in heavily-populated, easily accessible areas brings about tremendous widening of trails: Signs posted such as "Trail Resting — Please Don't Use," "Please Do Not Disturb Our Sleeping Moccasins," "Please Do Not Feed the Copperheads," warnings about poison ivy and sumac; "Stay on the Trails" — all of these have a deterrent effect and few people tend to stray.

Memorials: Location of memorials can detract from the natural look and can be designated at entrances or perhaps by a bronze plaque placed on a little storm bench. The same purpose can be served by setting aside a memorial area and designating it on a map of the preserve. (See Page 7.)

An inspiring example of a successful project at work is the Mianus River Gorge in Westchester County, New York. The first and one of the most illustrious of all Conservancy projects, it is a 235-acre tract of mature hemlock and old-growth hardwoods in a deep ravine interspersed with an abundance and variety of wildflowers, ferns, lichens, mosses, mushrooms, birds, mammals, reptiles, minerals and geologic formations. Mianus River Gorge is an ideal model for the preservation of other areas similarly blessed. Its success is the direct result of an active combination of nature appreciation and scientific management with business-like administration.

Its administration consists of the Chairman, a natural history college major with a talent for leadership; two Vice-Chairmen, one trained in law and real estate appraisal, the other in horticulture; and the Treasurer, skilled in accounting procedures, administration and public relations. Their committees are made up of a Land Acquisition Chairman; Finance Chairman; Legal Advisor; Fund Raising, which sends two mailings a year, in May and December; a Flora and Fauna Committee, responsible for cataloging, identifying, marking and group guidance; the Trail Committee, in charge of maintenance, repair and marking of trails; and the Advisory Committee, comprised of eight natural-

ists from professional natural science organizations.

The continuous dedication of the Chairman, Mrs. Anthony Anable, and Mr. Anable and their loyal committees who give unstintingly of themselves and their time is making available to professional scientists and amateur naturalists the study of the inter-relationship of plant and animal life, which is the background of all mankind. And to persons desirous of getting out into open space for a little while, they are providing enjoyment and recreation.

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All of the foregoing thoughts are excerpts from the three panels held at the Annual Meeting. They were probably the best open discussions ever held at an Annual Meeting, and we were extremely fortunate to have Dr. R. H. Goodwin, Keith Argow, Thomas Richards, Joel Kuperberg, Mr. and Mrs. Anthony Anable, Dr. M. Graham Netting, George Downes, Richard Pough, Ingram Richardson, Al Rachal, John Ricks and Elting Arnold participate as leaders in the discussions. The Nature Conservancy is most appreciative to each for his generous contributions and efforts towards the success of the Meeting. For, as Elting Arnold observed, "The work of The Nature Conservancy is extremely complex; I believe the most complex of any conservation organization in the country and probably in the history of the world," and we are indeed indebted to these dedicated panelists.

"BIRDS IN OUR LIVES"

Under the editorship of the Bureau of Sport Fisheries and Wildlife, *Birds in Our Lives*, an interesting, beautifully illustrated book dealing with nearly every possible phase of birds and their impact on man and his environment, has been recently released by the Department of the Interior. Divided into nine sections, chapters are devoted to the misunderstanding of the place in nature of fish- and insect-eating birds, hawks and owls, to a consideration of bird problems at airports and the damage they cause to power and communications systems, to the favorable and unfavorable effects of birds on farming and forestry, to all the economic, aesthetic, scientific and recreational values contributed by the 850-odd species of birds of North America and Hawaii.

The intriguing content of *Birds in Our Lives* is illustrated in the following quotations from three of the 63 contributing authors: "Canaries that miners used to take down into the pits gave them early warnings of the presence of dangerous gases. Caged birds in the trenches of the First World War gave the same service to them and to us (today) of the gases, grime, poisons, dust and slime with which we befoul their homes and our communities." "The countless clues and hints that man received from the birds in his long struggle for wings were no doubt critical factors in his ultimate success, but the greatest gift of the birds was the unceasing inspiration of their flight, which served to carry man onward through centuries of continuous failure and discouragement."

A section on conservation admonishes us to consider what we lose when we destroy the natural habitat of birds: "In remaking the earth to suit ourselves, we must somehow learn, and quickly, to rid ourselves of that tendency of our civilization to crowd all God's creatures, but man, from the face of the earth."

There are few who will not find something of interest in this unique and informative book. Those who would like to read and keep it as a reference can obtain copies at $9.00 each through the Bureau of Documents, U. S. Government Printing Office, Washington, D. C. 20402.

DR. GOODWIN RECEIVES CONSERVATION AWARD

Dr. Richard H. Goodwin, former President of The Nature Conservancy, was recently presented the 1966 Award of the Trustees of the White Memorial Foundation for his outstanding work on behalf of conservation in Connecticut. The citation reads: "This White Memorial Foundation Conservation Award, in recognition for outstanding achievements in teaching, research and public service, all devoted to furthering a knowledge and understanding of the natural resources of the State of Connecticut, is hereby awarded to Richard H. Goodwin, whose distinguished services have contributed immeasurably to the preservation and wisest use of natural areas throughout the United States."

In addition to the citation, Dr. Goodwin received a gift of $250.00, which he generously donated to The Nature Conservancy for furthering its program of acquiring natural areas.

The Chairman of the Botany Department of the Connecticut College for Women, Dr. Goodwin has helped Connecticut procure wetlands and inland and coastal marshes along Long Island Sound for preservation. He also played a leading role in the acquisition of Beckley Bog near Norfolk (one of the Conservancy's finest projects). He has supported schools in securing natural areas for teaching and research, and has served for some time on the Commission of the Connecticut Geological and Natural History Survey.

Dr. Goodwin's efforts in the field of conservation do not end in Connecticut; only recently he completed his second term as President of The Nature Conservancy. It is with gratitude and pride that we continue to benefit from his unselfish contributions of time and vast knowledge of natural habitat by his acceptance of the Chairmanship of the National Council of The Nature Conservancy.

AAAS MEETING

The American Association for the Advancement of Science (AAAS) will hold its 133rd Meeting at the Sheraton-Park Hotel in Washington, D. C., December 26-31. The general theme of the meeting is "How Man Has Changed His Planet." This is the only meeting in the United States which covers all sciences and the only one open to everyone over 16 years of age; the exposition is considered too technical for young students. The registration fee is $5.00.

There will be over 150 symposia on the program, with approximately 1,500 speakers reporting recent developments in all branches of science from astronautics to zoology. The invited address, "The Ever-Widening Gap," will be given by P. M. S. Blackett, Nobel laureate in Physics, 1948, and currently the President of the Royal Society in London. A partial list of other special events includes the AAAS Presidential address, "Untangling Biological Reactions," and lectures on "Weather Modification," "Problems of Securing Constructive Legislation," "Science, a Wellspring of our Discontent," "Pest Control, Public Policy and Human Welfare," "Geologic Research Potential of Earth Orbiting Vehicles," "The Role of the Sciences in Management Science," and the annual illustrated lecture and film presented by the National Geographic Society.

Also participating in the program will be scientists from neighboring and foreign countries, including Australia, Canada, England, France, Germany, Italy, Israel, Mexico, Netherlands, Puerto Rico, Rumania, Scotland, Spain and Sweden.

Mrs. Thelma C. Heatwole, 5110 West Franklin Street, Richmond, Virginia 23226, is in charge of public information.

The AAAS last met in Washington, D. C. eight years ago.

In Memoriam . . .

EDWARD J. MEEMAN, *Conservancy Board Member and Southern Editor*

It was with a very real and sincere sense of loss that The Nature Conservancy learned of the death of Edward J. Meeman, distinguished member of its Board of Governors for the past two years. From the worlds of newspaper publishing and conservation came eulogies lamenting the heart attack which took Mr. Meeman's life November 15 at his home, Forest Farm, near Memphis, Tennessee. Praise and appreciation for the fruitful life contributed by the founder and conservation editor of one of Scripps-Howard's most successful papers, The Memphis Press-Scimitar, came from the First Family, Interior Secretary Stewart L. Udall, congressmen, and colleagues in the newspaper field.

Jack R. Howard, President and Editorial Manager of Scripps-Howard Newspapers, said, "When I think of Ed Meeman, I think especially of two things, courage and tolerance for the other man's point of view. He had these qualities in abundance. And that is why he was a great editor for more than 40 years." At the time of his death, editors of all the Scripps-Howard Newspapers, attending an annual conference in California, adopted this resolution: "Ed Meeman was a man of firm convictions, indivisible integrity and a warm heart. His 59 years in the newspaper business were devoted to service in his community and towards the preservation and enhancement of the outdoors. Parks and wilderness have been dedicated to all future generations because of his imagination and constant efforts. . . ." The New York Times rightly credited Mr. Meeman with "the principal role in the creation of the 790 square miles of Great Smoky Mountains National Park.

In hailing Mr. Meeman's work as a member of the Interior Department's Advisory Board on National Parks, Secretary Udall said, "For many years he was the leading voice for conservation in the mid-continent area. Over the years his crusades for conservation resulted in landmark decisions which have affected the continent and enchanced the future of all citizens . . ."

Another top conservationist in the nation, Thomas L. Kimball, Executive Director of the National Wildlife Federation, commented that due to Mr. Meeman's conservationist interest and efforts, "Millions of Americans are enjoying a better life. Perhaps this, more than any other accomplishment in his long and productive life, is the true measure of his greatness."

The Washington Daily News commented on November 16, "Ed Meeman was a bachelor who made newspapering his life and love." He waged bitter battles against Memphis political bossism which resulted in the election of the late Estes Kefauver to the Senate. For nearly 10 years before the Tennessee Valley Authority was established, he fought for Federal development of the Tennessee River for power and flood control. After the TVA began operation, he campaigned for and won the channeling of TVA power into Memphis.

The Nature Conservancy was indeed fortunate and privileged to receive his invaluable counsel and support. He will be very much missed.

In accordance with his Will, Mr. Meeman's body was cremated and his ashes buried at Forest Farm, "that they might return to the eternal uses of the earth."

1967 Schedule of Wilderness Hearings

Under the procedures of the 1964 Wilderness Act, public hearings are being scheduled on nearly 60 units proposed for designation as Wilderness Areas within the National Park, National Forest and National Wildlife Systems. Recommendations for areas scheduled for review in the first three-year period must be submitted to Congress by the President before September 3, 1967.

It is essential that further interest be stimulated at the grass-roots level for citizen participation in field studies to develop proposals for the areas yet to be reviewed. Members and supporters of The Nature Conservancy are urged to take an active role in advance preparations for wilderness hearings on those units within their home regions. It is most important that supporting testimony be presented directly at these hearings, or through written statements and letters to the officer in charge of the hearing.

A tentative schedule for early 1967 reviews of proposed areas follows:

ALASKA—Forester Island and Hazy Islands National Wildlife Refuges, *March 7;* Bogoslof, St. Lazaria and Tuxedni National Wildlife Refuges, *April 15.*

ARIZONA—Sycamore Canyon Primitive Area and Chiricahua National Monument, *February* 15; Petrified Forest National Park, *March.*

CALIFORNIA—Desolation Valley and Ventana Primitive Areas, *January;* Lava Beds and Pinnacles National Monuments, *February.*

FLORIDA — Cedar Keys, Island Bay and Passage Key National Wildlife Refuges, *March 14;* Pelican Island National Wildlife Refuge, *March 16.*

GEORGIA — Okefenokee National Wildlife Refuge, *April 4.*

KENTUCKY (VA.-TENN.) — Cumberland Gap National Historical Park and Mammoth Cave National Park, *early 1967.*

MAINE — Moosehorn National Wildlife Refuge, *April 11.*

MASSACHUSETTS — Monomoy National Wildlife Refuge, *January 11.*

MICHIGAN — Isle Royale National Park, *January 31;* Huron and Michigan Islands National Wildlife Refuges, *February 25;* Seney National Wildlife Refuge, *March 15.*

NEW JERSEY — Great Swamp National Wildlife Refuge, *March 14.*

NEW MEXICO—Bosque Del Apache National Wildlife Refuge, *February 7;* Bitter Lake National Wildlife Refuge, *April 16.*

NORTH DAKOTA—Theodore Roosevelt National Memorial Park, *February or March.*

OKLAHOMA—Wichita Mountains National Wildlife Refuge, *March 22.*

OREGON—Oregon Islands and Three Arch Rocks National Wildlife Refuges, *March 14;* Malheur Lake National Wildlife Refuge and Hart Mountain National Antelope Refuge, *April 4.*

UTAH — Bear River Migratory Bird Refuge, *February 21.*

VIRGINIA — Shenandoah National Park, *February 15.*

WASHINGTON — Copalis, Flattery Rocks and Quillayute Needles National Wildlife Refuges, *February 7.*

WISCONSIN — Gravel Island and Green Bay National Wildlife Refuges, *February 15.*

These dates are subject to change, and The Wilderness Society is making available background information on the recommendations of citizen conservation groups for proposed Wilderness Area designations. Persons desiring this information should write to The Wilderness Society, 729 15th Street, N. W., Washington, D .C. 20005.

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THE NATURE CONSERVANCY . . . is the only national conservation organization whose primary purpose is the preservation — by their actual acquisition — of natural areas having outstanding esthetic or scientific importance.

Representatives, chapters, and local committees help carry on Conservancy activities within local areas. There are six classes of MEMBERSHIP: ANNUAL — $5.00 a year; JUNIOR — $2.00 a year (under 18); SUSTAINING — $10.00 a year; CONTRIBUTING — $25.00 a year; LIFE — $300.00, and PATRON — $1,000.00. Representatives, chapters, and local committees help carry on Conservancy activities within local areas. Dues and other contributions for the general support of the organization are shared with chapters on an apportionment basis. Projects to preserve specific areas are normally financed by local efforts through gifts and donations, with technical advice, loans and sometimes grants from the national organization.

The Nature Conservancy has preserved or helped preserve such outstanding areas as Tucker Prairie and Holly Ridge (Missouri); Forest of Nisene Marks (California); Tannersville Bog (Pennsylvania); Moss Lake and Mianus River Gorge (New York); Battle Creek Cypress Swamp (Maryland); Mettler's Woods (New Jersey); Walcott Preserve (Connecticut); Caledonia Oaks (Minnesota); and the Volo and Wauconda Bogs (Illinois).

The Nature Conservancy works closely with many scientific and conservation groups. It participates in the activities of such organizations as the Natural Resources Council of America, the American Association for the Advancement of Science, the American Institute of Biological Sciences, and the International Union for the Conservation of Nature and Natural Resources.